

Go Philly 2019

Executive Summary

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Overview

Ulster University, is committed to supporting its students as global citizens; to developing their intercultural competencies and enhancing both their career prospects and their capacity to make an active contribution in our increasingly challenging and interconnected world. The Office for Global Engagement seeks to create accessible, dynamic mobility opportunities that excite our students and meet their personal and professional needs.

Go Philly 2019 is Ireland's largest ever outward mobility programme with Academic co-creation and collaboration at the heart of it. We will be taking 100 Ulster University undergraduate students to Philadelphia between 15-21 June to study on one of the eight distinct academic programmes listed below:

- Aspects & Problems of Current Politics & Governance in the US/UK
- Democracy, Equality and Social Policy in Philadelphia
- Revolutionary Words: Philadelphia's Place in the Story of Language and Social Change
- Exploring Healthy Communities in Philadelphia
- Exploring Physical Therapy Education and Research in Philadelphia
- Personalised Medicine in Philadelphia
- Inter-professional Healthcare
- Analysing the Customer Experience in the Philadelphia Sporting Industry

Each programme has a bespoke itinerary that combines academic learning with cross cultural experience and is designed to take full advantage of the location to provide an in-depth view of the USA and enhance the classroom experience.

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Why Philadelphia?

Not just the birthplace of the nation, Philadelphia has a booming arts scene, dynamic food culture and is steeped in history. Perfectly positioned between New York City and Washington D.C., Philly offers the big city amenities of those two world capitals but with an older small town charm and often quirkier pace. America's Founding Fathers signed the Declaration of Independence in Independence Hall, and the city's Liberty Bell rang in 1776 to summon citizens for the first reading of the Declaration.

Pennsylvania state more widely is a leader in life sciences spending over \$10.5 billion annually in research and development. The state has large corporate offices for companies such GlaxoSmithKline, Almac and Braun flanked with over 100 hospitals, 4 National Cancer Institutes and 7 Medical Universities. It is also home to one of the largest manufacturing industries in the US, with headquarters for Siemens, Toshiba and Boeing and has unmatched talent in the Education Sector with over 100 universities enrolling over 270,000 students total.

Following a successful NAFSA conference in 2018, which was based in Philadelphia and building upon a visit by the City of Philadelphia's Department of Commerce, it quickly became clear that there was the propensity for strong academic and civic links. Ranked lowest cost of living in the Northeast US with the largest millennial growth rate in the US, Philadelphia offers a future proof partnership for our *current* students and *future* graduates. This coupled with its diverse and balanced economy and industry alignment with Northern Ireland, made the 'City of Firsts', a fitting place to deliver our inaugural mass mobility trip.

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Our Partners

We are proud to be working in academic partnership with a number of Universities in Philadelphia including: Penn, Drexel, Jefferson, USciences, Temple, Westchester. Our academic programmes are further enriched with industry expertise offered by GlaxoSmithKline and Johnson & Johnson. We're thrilled to also be working with CampusPhilly who are providing cultural expertise and delivering our opening Philly Arrival Briefing!



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Our Objectives

In November 2017, Universities UK International (UUKi) launched a campaign to increase the number of UK students participating in study, work and volunteer abroad placements.

The Go International: Stand Out campaign is designed to help the sector deliver on the UK national target for outward student mobility:

'to double the percentage of UK-domiciled, full-time, first degree, undergraduate students who have an international placement as part of their university programme by 2020.'

Ulster, along with over 80 other UK universities, signed up several pledges and became a campaign partner thus recognising the value of outward student mobility and the associated, tangible graduate outcomes.

Through Go Philly 2019, we hope to:

- Create an institutional culture of student mobility, where an international experience is viewed as an accessible and intrinsic component of an Ulster degree;
- Create multi-tiered partnerships with Universities in Philadelphia to facilitate not only study abroad but joint teaching provision and research collaboration;
- Create industry partnerships that will allow Ulster students to complete international placements and in turn look toward a more globally orientated job market;
- Enhance our civic profile through partnership with the City of Philadelphia and other public-sector bodies

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The Go Global Event

Hosted at the International House Philadelphia, the Go Global Event, 19 June 2019 (3:30-7:30pm), will be an exciting opportunity where we will bring together all 100 students, our alumni as well as our University and corporate partners. This event will feature a selection of key note speakers and provide a drinks reception opportunity for networking. We will be sharing further details of this event as they are confirmed. **We hope to see you there!**

